

Using Geo-location and Targeting With HootSuite

Introduction

Getting your business seen in the social media arena, is a daunting and exhausting task. With all the noise out there, it's difficult for companies to effectively engage their audiences, and challenging for consumers to filter through all of the content. With HootSuite's advanced geo-location and geo-targeting, this task becomes simple for business. Geo-targeting will create segments for better lead generation, community building and eventually, higher sales. By tailoring messaging and targeting specific audiences, it will help you maintain brand integrity, while driving in foot traffic.

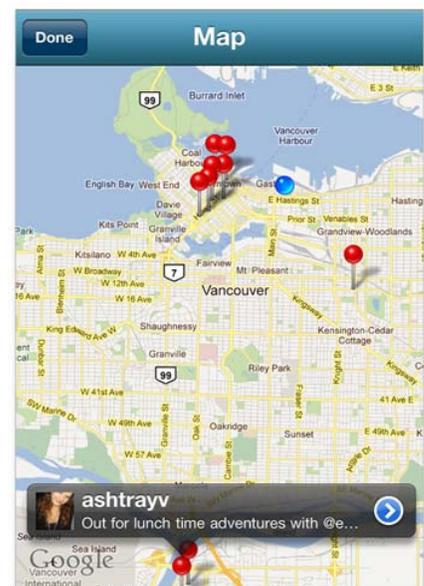
This HootGuide is dedicated to HootSuite's advanced geo capabilities, and will demonstrate ways in which you can use the enhanced geo features in the HootSuite dashboard to geo-target your audience, search out potential new customers, and participate in geo-location activities on you mobile phone.

Geo-Targeting Your Audience and Driving in Traffic

As you grow your social business, it's important to utilize tools and techniques to help maximize your exposure. HootSuite Enterprise provides geo-location and targeting functionality that give you insight into web traffic while driving customers to your door. Use location and language targeting to engage with your specific audience. Plus, gain an understanding of what people are saying in your area. With geo-targeting you can tailor your messages to a specific city and/or language. Both give you the information you need to accurately understand what is going on around you as well as how to engage with your customers.

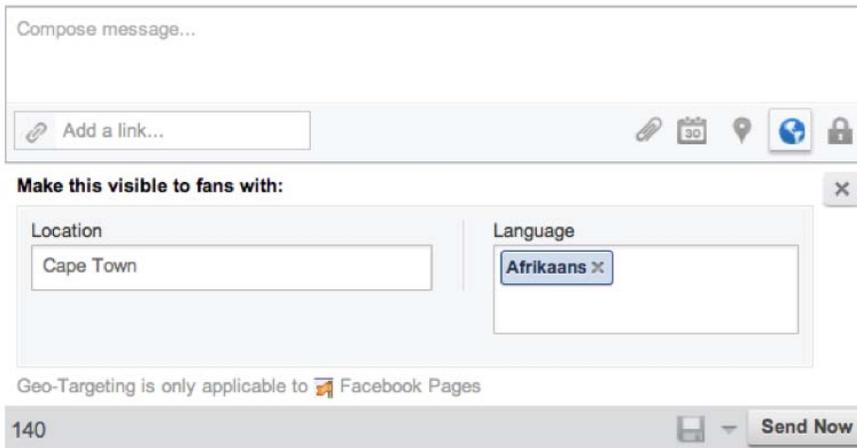
The following geo-location and targeting features are built into HootSuite for organizations to measure and share results without leaving the dashboard:

- **Optimize your geo-locate Searches: iPhone** - By optimizing your searches on the go, you will gain insight into what people are saying around you.



Geo-Targeting Your Audience and Driving in Traffic

- **Geo-target your messages** - Have customers in different regions of the world? Tailor your messages so you engage directly with them.



Compose message...

Add a link...

Make this visible to fans with:

Location: Cape Town

Language: Afrikaans

Geo-Targeting is only applicable to Facebook Pages

140 Send Now

- **Filter Your Searches By Language** - Creating searches by specific language will connect you to your international customers.



1. Geo-Located Searches for the #iPhone

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One of the most valuable uses of geo-location is when you're on the go. Smart phones are revolutionizing the way people interact and how we are using technology. With the latest version of HootSuite's iPhone app, you can now **geo-locate** your searches within 25km of your location. This time-saving feature is a great way to optimize your searches and gain insight into what people are saying about nearby events, stores, restaurants, and more.

Use Geo-location at conferences and festivals, like SXSWi to stay in touch with the whole crowd. See what people are saying about your brand, your competitors, and where the action is.



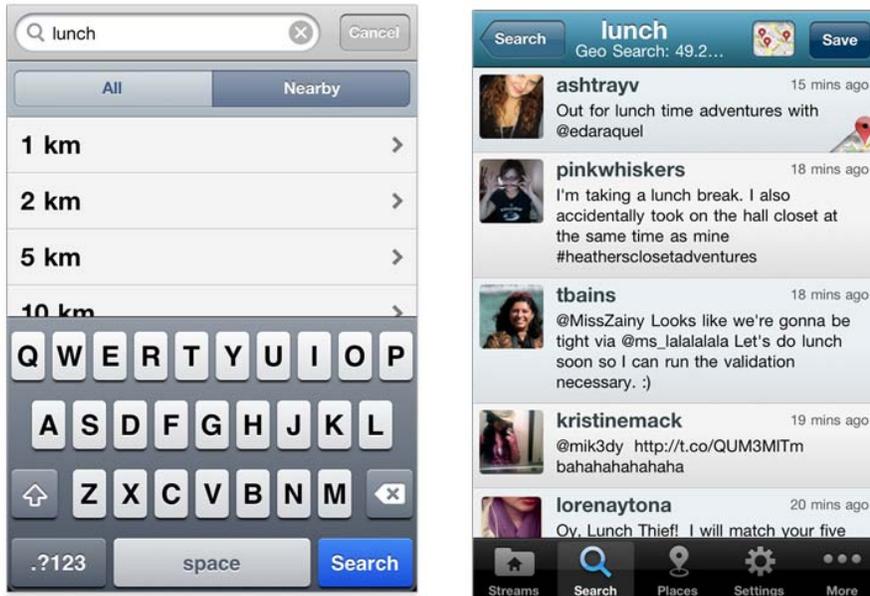
Step 1: If you haven't already, check to see that your Location Services is switched on in HootSuite. To do this, open Settings in your iPhone, click through to General, then Location Services, and then toggle the HootSuite App to On.



Step 2: Once that's set up, open your HootSuite for iPhone, tap Search, and enter your search terms. To geo-locate your search, select Nearby underneath the search field.

1. Geo-Located Searches for the #iPhone

Step 3: From there you can select your search radius. After this, your search results will be displayed. Pinned tweets are geo-tagged while the location of non-pinned tweets are based on the location listed in the user's profile.



Step 4: Tap the map on the left of the Save button to see the specific locations of tweets. You can click on the pins to view a shortened version of the tweet. Tap the blue arrow for a detailed look at geo-tagged tweets.

2. Geo-Targeting Your Messages

You can now target messaging based on the language and location of your audience with HootSuite Enterprises's geo-targeting tools. By using geo-targeting, customers will get locale specific messages from you.

Step 1: To enable this functionality you will first need to compose a message. Once you finish composing your message, you will see a world icon in the Compose box. Click on this icon.

Step 2: A drop down menu will then appear, prompting you to fill out a country, city, and language box.

2. Geo-Targeting Your Messages

Step 3: Once you have chosen the appropriate information, click Send Now.



About HootSuite Enterprise

Enterprise is HootSuite's top tier plan, with the most advanced functionality, training and support available. Built for business, Enterprise allows organizations to securely and effectively integrate social media throughout the organization, allowing them to become truly social. Request a demo of our enhanced engagement, collaboration, security and analytics functionality today.

Learn more about HootSuite Enterprise: hootsuite.com/enterprise

3. Filtering Search Results By Language

With HootSuite's language search parameters, you can easily create a search stream that filters by language. As we saw in the [#HootTip: Filter Search Results By Language](#), 36% of [HootSuite's Top 10 User Signups by Country](#) come from non-English speaking nations. With this in mind, being able to filter your search results by language helps connect you to your international and multilingual customers.

The content in Social Media is endless. Sifting through this manually to find relevant information is ineffective and tiring, especially if you have international customers. By using language filters in your searches, it will help you find exactly what you're looking for. Here are the search terms for the following languages.

Dutch – lang:nl

Danish – lang:da

English – lang:en

Filipino – lang:fil

Finnish – lang:fi

French – lang:fr

German – lang:de

Hindi – lang:hi

Hungarian – lang:hu

Indonesian – lang:id

Italian – lang:it

Japanese – lang:ja

Korean – lang:ko

Malay – lang:ms

Norwegian – lang:no

Polish – lang:pl

Portuguese – lang:pt

Russian – lang:ru

Simplified Chinese – lang:zh-cn

Spanish – lang:es

Swedish – lang:sv

Traditional Chinese – lang:zh-tw

Turkish – lang:tr



3. Filtering Search Results By Language

Step 1: Simply click the search bar on the top right hand side of the screen, add a language search parameter (listed below) to the end of your search and press Enter.



With over 20 languages to choose from, it's easy to find results for #hashtags, @handles and keywords in your language. This search parameter can be tacked on to any of HootSuite's search features: Search Streams, Keyword Tracking Streams and Quick Search.

Step 2: This will bring up live search results, where you can view the results, or save them as a stream.



Step 3: Once you've clicked "Save as Stream", HootSuite will add that search query into your dashboard for you to keep tabs on at your convenience!

Getting Started

HootSuite provides premium packages to help enterprises maximize the reach and efficiency of their social media initiatives.

To learn more about HootSuite Enterprise and the features included in this HootGuide, request a personalized demo from one of our Account Executives at <http://www.HootSuite.com/Enterprise>.